

**The following privacy notice outlines how Beautissima collects, uses, protects and transfers your personal data. Beautissima is a clinic that provides Permanent Cosmetics services. Beautissima is referred to either as 'me' or 'us' or 'Beautissima' in this Privacy Notice.**

The data protection officer/data owner for the organisation is Mellissa Brookes. You can contact her by sending an email to: [mellissa@beautissima.com](mailto:mellissa@beautissima.com) or writing to Mellissa Brookes, Beautissima, The Courtyard, Bentley Court, Holt Heath, Worcester. WR6 6TX.

## Personal Data Collected

The personal data that we collect is:

- Name
- Address
- Email Address
- Date of Birth
- Phone Number
- Health Information
- Facial Photographs
- Social Media Contact Details

Purpose and legal basis for processing your data

Beautissima takes your privacy seriously and we will NEVER sell or rent your personal data to any third-party.

We need to obtain and process your personal data to provide you with our products, services and treatments and to fulfil our business, insurance and legal obligations. We will never collect any personal information from you that we do not need, or retain any data that is no longer necessary for the purposes specified in this notice.

Where we request sensitive personal data from you (i.e. health or medical data, or photographs), the reason(s) for the request will be clearly given along with the purposes of the processing. Explicit consent through a signature will always be required for us to obtain and process such data.

## Who is processing my data

Beautissima, The Courtyard, Bentley Court, Holt Heath, Worcester WR6 6TX is the data controller and processes your personal information for the purposes laid out in this privacy notice.

**Your personal data is processed to:**

- Collect specific personal data (name, address, email, contact details, date of birth) that is required to enter into a contract to provide a product or service.

- Engage in communication with you including confirmation and reminders of appointments and requests to cancel or change bookings.
- Collect health information to perform the agreed services appropriately and to potentially highlight areas that products and services may cause issues to clients because of their health.
- Ensure a safe service and provide industry standard advice.
- Select relevant marketing for you.
- Estimate the number of clients we have.
- Hold personal data that is required by law or to respond to legal process.
- Be retained for insurance purposes.
- Store customer records.

## Your rights as the Individual

If your personal data is held by Beautissima, you hold particular rights over it. Where you have provided consent for us to contact you as part of our marketing services, you have the right to modify or withdraw your consent at any time by using the unsubscribe option accompanied with our direct marketing if any, or by contacting the Beautissima Data Officer.

**You also have the right:**

- To be informed of how your personal data will be used before it is collected.
- To access your personal data and to information as to how your information is used after it has been gathered.
- To have personal data corrected if it is incomplete, inaccurate or out of date. Indeed we encourage clients to regularly contact us regarding changes in personal details.
- To request the removal or deletion of personal data where there is no compelling reason for its continued processing.
- To restrict processing, to 'block' processing of your personal data.
- To data portability - having your data moved, copied or transferred from Beautissima to another organisation in an easily readable format except for digital photographic images over which Beautissima retains copyright.
- To object to any or specific direct marketing from us.

## Special categories of personal data collected

Health questions are asked in our consent forms to potentially highlight treatments that may have a negative effect on your health due to medication you are taking or a condition you have. Beautissima asks for consent prior to gathering and

processing this information. At any time after giving consent you can withdraw your consent, subject to legal, insurance and contractual restrictions (see more on 'your rights as an individual'). Your privacy is very important to us and we only use this information for determining your suitability for the treatment. This information is stored in written form only.

## Process of collection

Your personal data is collected when you provide it to us through our website, over the telephone, (mobile or landline), at our Beautissima clinic, by email, through social media, in writing or by any other means by which you provide it to us. Information is stored using Excel in secure password protected form, as well as some level of paper record keeping.

## Children's privacy

Beautissima does not collect the personal data of children under the age of 16. For Permanent Make-up treatments the client must be 18 years old or over. If you believe that we inadvertently hold any information from or about a child under the age of 16 please contact Beautissima and if we cannot immediately obtain appropriate parental or guardian consent, we will remove the personal data from storage.

## Data sharing

Beautissima does not share your personal information with any third-party without your prior consent, other than those already disclosed in this privacy notice or as part of our legal, contracted or insurance obligations under the relevant data protection laws.

Digital photographic data is however shared on social media and the website for which you have given specific permission.

## Use of Data Processors

Data processors such as World Pay are third parties who provide some elements of our business services for us. Where we use a third-party, we have strict agreements in place governing the processing of your personal data, on which no action can be taken without instruction from us. The third parties with whom we work will never share or disclose your personal information and will hold it securely at all times.

## How long do we keep your data?

Beautissima retains your personal data for as long as necessary to provide you with our services as our client. Beautissima is required under our insurance policy to keep your personal data for a minimum of 5 years. For Health and Safety purposes records will be retained for 10 years and where we have your consent for marketing purposes, we will retain the minimum required data until you notify us that you no longer wish to receive such information.

The criteria for which we would continue to process your personal information includes: where there is a legal basis, obligation or legitimate interest to continuing processing your personal information and where processing is necessary for the establishment, exercise or defence of legal claims.

Consequences of not providing your personal information to Beautissima

In the event that you wish to purchase a treatment, service or product from Beautissima certain personal information is required to enter into a contract with you. Beautissima will not be able to enter into a contract with you to fulfil an attempt to purchase a treatment, service or product if you do not provide your personal information.

As noted in this privacy statement, we are processing your personal data to comply with legal and statutory obligations and in the performance of a contract. You can always choose not to provide personal information, however, and we will be unable to provide certain services, products and treatments in these instances.

## Safeguarding your Personal Data

Appropriate measures are taken to protect your personal data from access from unauthorised persons or inappropriate access, internal or external.

Any personal files recording your personal data are held in a locked filing cabinet which can only be accessed by authorised personnel (either myself or my personal assistant). Any digital data is secured through appropriate access controls (passwords, encryption).

## Complaints

If you wish to make a complaint about how your personal data was gathered, how it is being processed by Beautissima (or third parties used by Beautissima), or if you are not satisfied about how a complaint has been handled, you retain the right to lodge a complaint directly with the supervisory authority and Beautissima and also the Beautissima Data Protection Officer/ GDPR Owner.

## Data Protection Supervisory Authority

The contact details for the Data Protection Commissioner are, Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF. +44 (0) 303 123 1113.

## Beautissima Data Protection Officer/GDPR Owner

Melissa Brookes, Beautissima, The Courtyard, Bentley Court, Holt Heath, Worcester. WR6 6TX. 07702-874123.